

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Dielectric Solutions

Catalyst Connection

Dielectric Solutions Targets Prospective Customers

Client Profile:

Dielectric Solutions, located in East Butler, Pennsylvania, is an emerging leader in high-performance glass fiber materials for markets that include the electronics, aerospace, automotive, military and oil field services industries. The company employs 50 people.

Situation:

Dielectric Solutions had doubled in size each year since its founding in 2000. The company recognized that they had reached a point where, to sustain their high rate of growth, outside expertise in several areas would be very beneficial in the areas of marketing, personnel and finance. To increase the effectiveness of their marketing efforts, Dielectric Solutions contacted Catalyst Connection, a NIST MEP network affiliate, for assistance.

Solution:

Catalyst Connection created a tightly targeted, segmented database of prospective customers that use glass fiber fabrics in their products. Catalyst Connection also provided tools for screening job applicants that give Dielectric Solutions an accurate indication as to whether a person's basic personality is geared toward the type of positions the company is offering. They are also using this tool with existing staff to help managers and supervisors better motivate and coach employees on selecting career paths. According to Todd Kadar, President and Chief Executive Officer, "As a growing company, it's really helpful to receive advice on a variety of different areas. We're not part of a larger corporation, so we don't have those resources in house."

Results:

- * Created database to identify high potential prospects.
- * Developing a strategic plan targeted at developing business in new markets.

Testimonial:

"Catalyst Connection generated an excellent prospect list."

Ken Beer, Vice President